



# 1. *Executive Summary*

## ***Study Purpose***

In attempting to meet its long term transportation and land use goals, the Lincoln City-Lancaster County Comprehensive Plan for the Year 2025 recognizes the importance of expanding opportunities for alternative modes of travel and mobility for all people. The Comprehensive Plan in fact calls for specific study of the mobility options and issues facing the Lincoln and Lancaster County community. This "**Multi-Modal Transportation Plan**" is one step in meeting the mobility goals contained in the Comprehensive Plan and the Long Range Transportation Plan.

The primary focus of the Multi-Modal Transportation Plan is to identify realistic means for expanding travel, mobility, and accessibility opportunities within the city and county by supporting and promoting alternative modes of transportation. This includes a fuller understanding of the relationship that land use policy, growth planning, and design standards play in furthering the ultimate success of alternative transportation modes.

The goal of the study is to define means for furthering the usage of a wider range of travel modes to meet the Comprehensive Plan's and Long Range Transportation Plan's vision for enhancing multi-modal opportunities. This effort must at the same time consider and acknowledge the community's current dominant mode of travel (the automobile) while seeking greater usage of alternative transportation modes.

## ***Study Process***

The development of the Multi-Modal Transportation Plan occurred over a one year period from July 2003 to June 2004. Aiding in the completion of this study was a **16 member citizen committee**. This committee, named the "**Multi-Modal Transportation Task Force**," served as the primary point of community involvement throughout the study. The Task Force worked closely with members of local staff and the consultant team in formulating the Multi-Modal Transportation Plan for the greater Lincoln area. The Multi-Modal Transportation Task Force held 16 separate meetings, in addition to 2 public open houses, over the 11 month study period to help develop the findings and proposals included in this Multi-Modal Transportation Plan final report.

## ***Task Force Vision***

In seeking a "vision" for this Multi-Modal Transportation Plan, the Task Force looked to the Comprehensive Plan which recognizes that our overall quality of life is built upon a rich treasure of architectural, economic, environmental, cultural, and educational assets. The key to our success as a city and county is ensuring access to these assets for all residents of the community.

In short, mobility for the young and old, the able and those less able, and those with means and those with lesser means, is essential for our community's economic vitality, social interaction, and quality of life.

This Multi-Modal Transportation Plan is a combination of practicality and vision. It offers both broad policy guidance and specific actions for improving mobility options for all residents of our community. The Plan recognizes that expanding and enhancing travel choices takes time – while there are clear actions we can take today to improve our transportation system, many other actions are incremental and can only be accomplished over a long period of time. It is from this perspective in which the Multi-Modal Transportation Study was developed and is presented.

### ***Task Force Findings***

The findings of the Multi-Modal Transportation Task Force create a Multi-Modal Action Strategy for the City and County to implement over time to provide increased mobility choices. As part of its findings, the Task Force identified 4 general study areas that encompass the very wide range of multi-modal topics and issues that multi-modalism inherently involves. These four study areas include (1) Public Transportation, (2) Multi-Use Paths/Pedestrians/Bicycles, (3) Land Use/Development, and (4) Administration/Management.

Within each of these multi-modal study areas the Task Force identified 3 specific topics of further refined research. These "chapters" include:

- ◆ Public Transportation:
  - ◆ Redefine StarTran's Operational Approach and Increase Services
  - ◆ Create Aggressive Transit Marketing and User Enhancement Program
  - ◆ Establish and Support Special Transportation Services Coordination
- ◆ Multi-Use Paths/Pedestrians/Bicycles:
  - ◆ Foster a Fully Integrated Multi-Use Pedestrian and Bicycle System
  - ◆ Develop Multi-Modal Transportation Subarea Plans
  - ◆ Implement City-Wide Pedestrian Standards
- ◆ Land Use/Development:
  - ◆ Promote Multi-Modal Oriented Design
  - ◆ Construct a Multi-Modal Transportation Center
  - ◆ Monitor Alternative Intra- and Inter-City Transit Service Options
- ◆ Administration/Management:
  - ◆ Create Permanent Multi-Modal Coordinator Position
  - ◆ Explore StarTran Management and Funding Options
  - ◆ Expand Multi-Modal Planning, Education, and Services

The findings within each of these "chapters" encompass the actions suggested to be taken by the City and County over time to improve mobility for all people. Some of these action strategies can and should be implemented in the near term while other strategies will take time and continued effort to implement.

The Multi-Modal Transportation Plan is viewed as a dynamic document, requiring continued discussion, analysis, implementation, and adaptation as the community changes and grows. By maximizing existing investments, improving operating efficiencies, expanding into untapped travel markets, and pursuing practical mobility and development policies, our local transportation system will become more effective and will be better able to meet the diverse travel needs of individuals and families across the breadth of the city and county.